



MARKETING

Coordinator course NQF L5

06-QCTO/SDP250525161721 SAQA ID 118706

NQF Level 05



Why study with Springfield College

Accredited Program: Springfield College offers accredited programs recognized by relevant educational authorities, by ensuring that your qualification is valued by employers.

Experienced Faculty: Our College boasts a team of qualified and experienced educators who bring industry knowledge and practical expertise in the classroom

State-Of-The- Art Facilities: Modern learning environments, including well-equipped classrooms and computer labs.
Affordable Fees: The College provides competitive tuition fees, with options for financial aid.

Course Entry Requirements

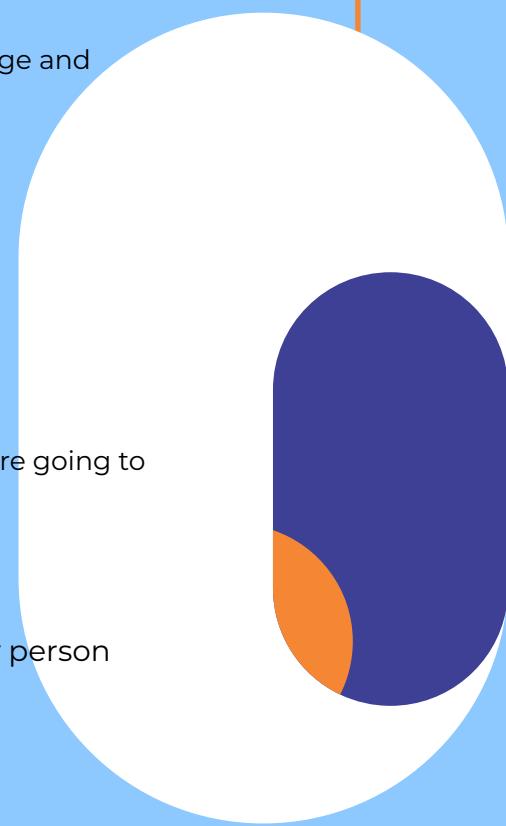
- Grade 12 or any equivalent qualification
- You need to be 16 years of age
- If you don't have grade 12. You can start with a noncredit bearing bridging course
- You could be credited for some subjects on Nated courses if those subjects articulate with the modules you are going to study
- Proficiency in reading and writing in English will be an added advantage

Non Credit bearing (Bridging Course)

A non-credit bearing course will be applied as a precursor to RPL assessment, this will be mandatory to any person who does not meet the minimum course entry requirements

Old Legacy Nated Courses N4-N6 Marketing Management

The N4 to N6 Marketing Management program is a South African national diploma that builds foundational marketing skills from N4 to N6, progressing from basic concepts to advanced strategies. Students learn about market research, communications, sales, entrepreneurship, and business management, preparing them for careers in marketing, sales, advertising, or branding. The full diploma requires 18 months of theoretical study followed by an 18-month practical, in-service training period



Occupational Qualifications NQF Level 5 Marketing Coordinator

Qualification Overview

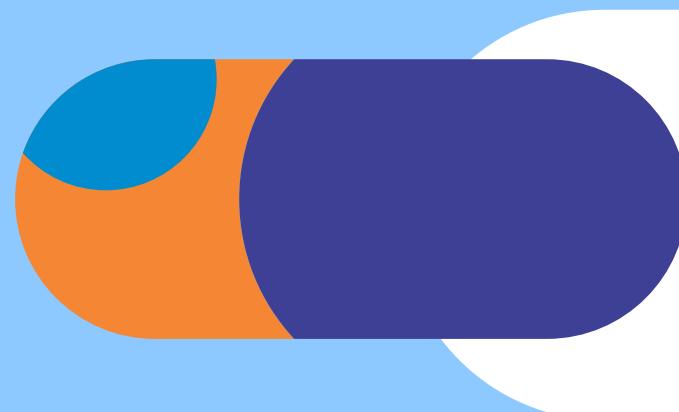
The Occupational Certificate: Marketing Coordinator (NQF Level 5) is a qualification that prepares individuals for a support role in marketing, involving administrative tasks and the coordination of marketing activities. This qualification, with SAQA ID 118706, develops skills in areas such as supporting communication strategies, coordinating marketing campaigns, managing customer relationships (CRM), and handling marketing metrics and financials. It equips learners to help organizations meet their strategic marketing objectives through a combination of knowledge and practical skills.

Key skills and knowledge gained

- Marketing and campaign coordination: Coordinating the key deliverables of products and services to a target market.
- Communication support: Assisting with deliverables across all communication activities and channels.
- Marketing and sales coordination: Coordinating marketing and sales activities.
- Customer relationship management (CRM): Coordinating CRM activities and initiatives for lead generation.
- Administrative and financial tasks: Performing administrative tasks related to marketing metrics, processing payments, and comparing results against targets.
- Business and digital tools: Understanding and using various marketing and digital tools.

Choosing a career in Marketing Coordinator

A career in Marketing Coordinator is appealing because it's a dynamic and versatile role with excellent opportunities for advancement, creative expression, and skill development across various industries. It offers a chance to be involved in a wide range of activities, from managing social media and coordinating events to analyzing data and collaborating with different teams, making it a great entry point into a stable and growing field.



VERTICAL AND HORIZONTAL ARTICULATION

Horizontal Articulation (NQF Level 5)

Horizontal articulation allows a learner to move across to other related qualifications at the same NQF Level (Level 5), often enabling a change in specialisation or a broader skill set. This usually involves shared credits or outcomes.

Examples of qualifications a Marketing Coordinator NQF Level 5 could horizontally articulate with include:

- Higher Certificate in Business Marketing
- Higher Certificate in Digital Marketing Practice
- Higher Certificate in Marketing and Communication
- National Certificate in Advertising (pre-2009, also NQF Level 5)
- Higher Certificate in Communication Practices
- Certificate in Business Accounts Administration
- Higher Certificate in Events Management

Vertical Articulation (To NQF Level 6 and higher)

Vertical articulation involves progression to qualifications at a higher NQF level, allowing for specialisation, increased responsibility, and career advancement.

Examples of qualifications a Marketing Coordinator NQF Level 5 could vertically articulate to include:

- Diploma in Business Marketing (NQF Level 6)
- Diploma in Marketing Management (NQF Level 6)
- Diploma in Digital Marketing (NQF Level 6)
- Advanced Certificate or Diploma in a cognate field (NQF Level 6)
- Diploma in Marketing Communication (NQF Level 6)
- Bachelor of Commerce in Marketing (NQF Level 7, sometimes directly with accumulated experience/credits)

Learning Modes

Springfield offers traditional on-campus learning experiences, it has physical campuses and facilities for in-person classes.

Campus Life

Our campuses are more than just a place to learn- it's a vibrant community that offers endless opportunities for growth, connection and fun, while ensuring a safe and secure campus.

Learner Support

Springfield College offers learner support services including academic advices, guidance from registration to certification, administrative queries, financial support and support is also assessed on individual level to meet each student's specific needs.



LEARNER FEEDBACK

"I love the campus atmosphere and student clubs." "More practical sessions would improve the course." "The online resources are really useful for revision."

"Some modules could be more challenging."

PHYSICAL LOCATIONS

Campus A

No 6 Kotze street Next to McDonald's restaurant

Campus B

No 100 Beyers Naude Next to the police station (Venue for classes for this qualification)

Campus C

87 Beyers Naude street (also known as student support center)

Main Campus

Portion 24 & 50 of Farm Kroondal 304

CONTACT DETAILS

Tel: 014 592 9121

WhatsApp: 014 592 0963/ 0785467282

Email: info@springfieldfet.co.za

Email: springfieldfet@gmail.com

www.springfieldfet.co.za

Apply online:<https://www.springfieldcollege.co.za/Admissions/AddStudent.aspx>